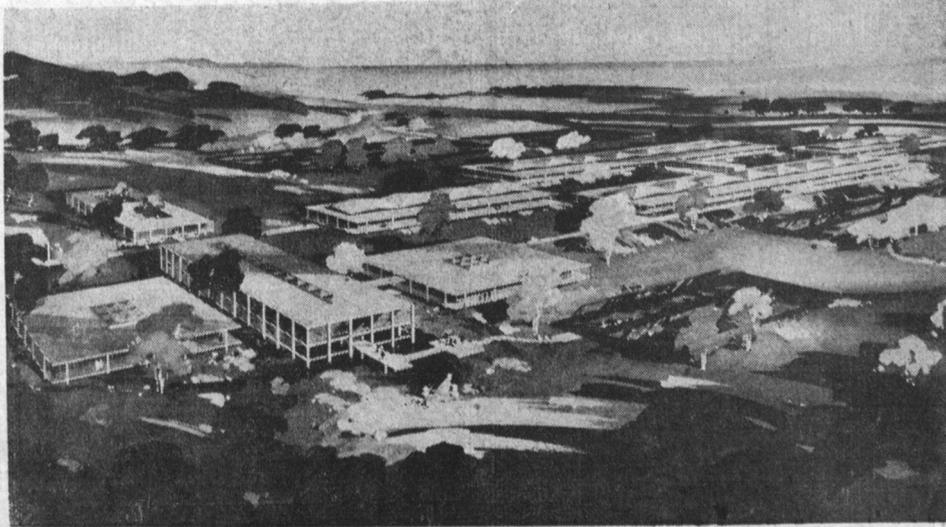


Palos Verdes Home of Unusual Project



MAJOR CONTRIBUTORS—Key distributors to new concept in science, research and development at Palos Verdes Research Park, Los Angeles, are, left to right: Edgardo Contini, partner and chief engineer, Victor Gruen Associates; Carle-

ton Green, manager, Southern California Laboratories, Stanford Research Institute; Milton Breivogel, director of planning, Los Angeles Regional Planning Commission; and Loring Marlett, vice-president, Great Lakes Properties, Inc.



PALOS VERDES RESEARCH PARK—A unique community—a short distance from Torrance—is Palos Verdes Research Park. Soon, many well-known scientific research and development

firms will begin to build laboratories and administrative offices here. Artist's rendering shows the beauty of the park being developed by Great Lakes Properties, Inc.

Unique Scientific Community -- Palos Verdes Research Park

Taking form on the uppermost part of the Palos Verdes Peninsula, a short distance from Torrance, is a unique scientific community—the Palos Verdes Research Park. Soon, a number of the nation's well-known scientific research and development firms are expected to acquire sites and begin building administrative buildings and laboratories there. A host of scientists and engineers will be bringing their families into the South Bay area, to begin enjoying the ideal living conditions residents know and appreciate so well.

NEW CONCEPT

The Park is being developed by Great Lakes Properties, Inc., under the direction of Loring Marlett, vice president of Great Lakes Properties, Inc., and William C. Jones, manager of property development for the firm. According to Marlett, Palos Verdes Research Park represents a new concept in science, research and development pro-

jects, in that it is the first research park in the United States established under a specially created "SR-D" (science, research, development) zoning. Under this classification, activities are restricted to R & D only, with "all resultant products initiated, developed, or completed . . . restricted to prototypes." No manufacturing on a "mass-production" basis is acceptable.

PRIMARY PURPOSE

The primary purpose of the Park is to help corporations (1) hold key creative technical personnel by providing them a stimulating environment in ideal living surroundings, and (2) carry out

basic and applied research under productive conditions. The location of a properly planned research park in suburban, campus-like environments like that planned for Palos Verdes is stimulating to creative minds, explained Marlett. When combined with a close proximity to a major metropolitan area such as Los Angeles, he continued, such a park can prove to be a tremendous factor in attracting—and keeping—key scientific personnel.

SIGNIFICANT

The Town Center itself will be a significant addition to the Peninsula. It is designed to become the focal point for marketing, cultural, and civic activities for the entire Palos Verdes area. It will include such things as a shopping center, office and apartment buildings, motel-hotel accommodations, medical center, public library and auditorium. Construction is now under way on a number of stores and shops.

South Bay residents may have already noticed one large facility being constructed in the Park. Nortronics (Continued on Page A-14)

Quality Construction at Low Prices Is Aim of Better-Bilt Homes.

Superior Construction Co., Inc., a division of Better-Bilt Homes, desires to give people quality construction with low prices.

For the past two and a half years, Superior Construction has been operating from their present location at 16002 Hawthorne Blvd., Lawndale. There are two other locations: one on 223rd and Figueroa Streets and a new one in Los Angeles.

From a small start on Western Ave. a little over five years ago with one man, a salesman, and a secretary, Superior Construction Co., Inc. now employs one of the

largest personnel staffs in the business.

Joseph Waddle, general manager, is looking forward to a tremendous business in 1961. The future in building and construction is still bright. "As yet we haven't reached the full potential of this business in Southern California," Waddle concluded.

At present there are 133 Better-Bilt homes under construction in the South Bay area.

The future of this business is in building the type of home the customer dreams of, or, in other words, cus-

tomizing, yet within the standard price framework. Superior Construction specializes in building on-the-lot homes.

GYM USE

Many builders are finding that gymnasium floors built of tough, resilient west coast hemlock last longer and wear better than many others.

ALWAYS WORKS

Wood window sash and trim never get out of order, says one large tract home builder. When we used other windows we had had plenty of service calls.

REBEL GOVERNMENTS

People once accustomed to masters are not in a condition to do without them. Mistaking for freedom an unbridled license to which it is diametrically opposed, they nearly always manage, by their revolutions to hand themselves over to seducers, who only make their chains heavier than before.

—Jean Jacques Rousseau (1712-78)
French philosopher

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Peninsula Center

PALOS VERDES RESEARCH PARK